DOCUMENT RESUME

ED 300 062 JC 880 478

TITLE	Educational Interest and Perceptions of Johnson County Residents Age 50 and Over.
INSTITUTION	Johnson County Community Coll., Overland Park, KS. Office of Institutional Research.
PUB DATE	Sep 88
NOTE	68p.
PUB TYPE	Reports - Research/Technical (143)
EDRS PRICE	MF01/PC03 Plus Postage.
DESCRIPTORS	*Community Attitudes; Community Colleges; Community Surveys; Continuing Education; *Educational Attitudes; *Educational Needs; *Middle Aged Adults; Public Opinion; School Community Relationship; Two Year Colleges

ABSTRACT

In April 1987, a telephone survey was conducted of a random sample of Johnson County adults to ascertain their perceptions of and experiences with Johnson County Community College (JCCC). In April 1988, a second telephone survey was conducted of county residents over 49 years of age to determine their educational needs and interests. Study findings, based on the responses of 283 older adults to the first survey and 207 responses to the second survey, included the following: (1) respondents expressed more interest in short-term studies, self-paced programs, and non-credit courses with no requirements than in regular classroom work; (2) over 30% indicated interest in educational offerings designed exclusively for students age 50 and over; (3) more than 50% were interested in educational activities about remaining independent, and improving and maintaining physical and mental health; (4) 53.6% said that location would affect their decision to enroll in courses; (5) noncredit courses with reasonable fees were preferred to credit courses with standard credit hour tuition; (6) 80.6% rated JCCC as good or excellent in terms of their expectations of an institution of higher education; and (7) less than 33% of the respondents were aware that JCCC provides instructional programs to businesses, individuals, and groups. Tables giving demographic information on respondents and a list of their verbatim comments are included. (AYC)

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EDUCATIONAL INTEREST AND PERCEPTIONS

OF JOHNSON COUNTY RESIDENTS AGE 50 AND OVER

Office of Insitutional Research
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September 1988

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EDUCATIONAL INTERESTS AND PERCEPTIONS OF JOHNSON COUNTY RESIDENTS AGE 50 AND OVER

Never before in history have so many men and women reached retirement age in such good physical and mental health. Current demographic trends indicate that the only population group in the country experiencing significant increases in the next century will be comprised of individuals over 55 years of age. The percent of Johnson County residents in this age range was considerably greater than for the country as a whole both in 1980, and in 1985 when the last county census was conducted. Johnson County is currently aging at the fastest rate of the seven counties comprising the Kansas City Metropolitan area.

Older Americans today participate in educational activities in record numbers and in greater proportions than ever before. It would appear this age range constitutes a feasible potential area of growth for JCCC. Thus, during the last week in April 1988 a telephone survey was conducted on a representative sample of Johnson County residents 50 years and over to ascertain educational interests and needs for this segment of the population. A total of 207 useable interviews were completed. Findings from this study ("The 50-Plus Study") are summarized in Section I. Topics of interest suggested by respondents and other verbatim comments resulting from this study may be found in Appendix E.

Results of the April 1987 telephone survey conducted on a stratified random sample of Johnson County adults to ascertain perceptions of and experiences with JCCC ("The Image Study") have also been tabulated for the 283 respondents then 50 years of age and older. Findings from this study are presented in Section II.

Comparison of demographic characteristics of respondents to both surveys with those of Johnson County residents overall indicated close correspondence on major variables such as sex, age, and geographic location (See Appendices A, B, C and D). Thus, the respondents in both groups may be seen as generally representative of all county residents 50 and older.

Results are presented by age and sex in selected instances to enhance the usefulness of the findings. However, because of the relatively small number of respondents in some of the age and sex categories, caution should be exercised in generalizing these findings to all members of specific age and sex groups.

The following tables and commentary summarize major findings of both studies for Johnson County residents 50 and older. Questions and comments regarding this report may be directed to:

Office of Institutional Research
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(913) 469-8500, ext. 3441

EXECUTIVE SUMMARY

The most recent census data available indicate a 1988 Johnson County population age 50 and over of 77,521 (see Appendix A). This is 23.5 percent of the entire current Johnson County population of 330,467, and constitutes a very large potential market for JCCC.

Enrollment figures for the 1987-88 academic year indicate the College is currently serving a very small percentage of residents age 50 and over. Spring 1988 enrollment figures indicated a total of 371 students age 50 and over attended JCCC and generated a total of 1,422 credit hours. The fall 1987 enrollment figures were similar; 354 students generated a total of 1,311 credit hours. Data for noncredit enrollment by age are currently unavailable.

Table 6 details results of a question asking respondents to indicate their interest in participating in various categories of educational offerings. Of least interest were general education courses, yet fully 13.5 percent of respondents expressed some interest in this category. Generalized to the entire Johnson County population age 50 and over, this is a potential market of 10,465 students (13.5% of 77,521) for general education courses alone.

The tables and commentary which follow provide detailed results of both surveys. The subsequent Conclusions and Recommendations Section summarizes specific information regarding curriculum development and marketing efforts designed to meet the needs of the Johnson County population age 50 and over.

The following may be of particular interest:

* A variety of methods of delivery were of considerably more interest than regular classroom work or offerings for singles only. Of most interest were noncredit offerings with no requirements (47.3%), short-term studies (44.4%), or self-paced study requiring few campus visits (43.0%). See Table 6.

* Over 30 percent of respondents indicated interest in educational offerings exclusively for students age 50 and over (30.4%). See Table 6.

* At least one in five respondents indicated it was important to them personally to learn more about 15 of 18 topics suggested. Over half perceived it important to acquire additional education about remaining independent (56.5%) and improving and maintaining physical and mental health (53.6%). See Table 7.

* Monday through Thursday sessions lasting an hour or two were preferred, especially during the evening hours. See Tables 10 and 11.

* The majority of respondents to the 50-Plus study indicated location would affect their decision to enroll (53.6%). Nearly half of this group preferred a location in northeast Johnson County (43.9%). Similar preference for northeast Johnson County locations emerged from results of the Image study. See Tables 10 and 14.

* Noncredit offerings with reasonable noncredit course fees were preferred to credit courses and standard credit hour tuition. See Tables 11 and 15.

* Direct mail advertising remained the most common method of obtaining information about JCCC and also was considered the most effective means of conveying information about JCCC to Johnson County residents age 50 and over. See Tables 22 and 23.

* Respondent suggestions for possible course topics not previously offered by JCCC are contained in Appendix E.

* A common comment relayed by the telephone interview team was, "I'm too old to go to school." An advertising campaign relating the experiences of current JCCC students in this age range may help to alleviate this misconception.

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SECTION I

EDUCATIONAL INTERESTS AND NEEDS OF JOHNSON COUNTY RESIDENTS AGE 50 AND OVER

"THE 50-PLUS STUDY"

Profile of Respondents

Respondents to the April 1988 telephone survey closely paralleled the entire Johnson County population of residents age 50 and older (see Appendices A and B). Descriptive statistics pertaining to sex, age, marital status, income, employment status, and educational experiences are contained in Tables 1 to 4.

Highlights of findings were:

* The average age of survey respondents was 64.3 years (median = 63.6 years).

* The majority of survey respondents reported a household income of under $40,000 per year (55.1%). About one in four earned under $20,000 per year (23.7%).

* Half of all survey respondents were retired (50.2%).

* Of those still in the labor force, over half held jobs in the professional/technical field (52.6%).

* Over one in three respondents held a bachelor's degree or higher (37.7%).

* Nearly one in five respondents had enrolled in credit classes within the past ten years (17.8%). Conversely, 17.4 percent had not enrolled in any educational offerings since high school (17.4%).

* Almost half of all respondents had enrolled in noncredit offerings within the past ten years (47.7%).

* The reason most often cited for not pursuing additional education was lack of time (46.2%).

Table 1

50-PLUS STUDY:
DEMOGRAPHIC PROFILE

	Number of Responses	Percent
Sex		
Male	100	48.3%
Female	107	51.7
Age		
50 to 54 years old	35	16.9%
55 to 64	69	33.3
65 to 74	59	28.5
75 and over	32	15.5
Unknown	12	5.8
Average Age = 64.3 Median Age = 63.6		
Marital Status		
Single, never married	23	11.1%
Married	115	55.6
Widowed, separated or divorced	69	33.3
Annual Family Income		
Under $20,000	49	23.7%
$20,001 to $40,000	65	31.4
$40,001 to $60,000	36	17.4
$60,001 to $80,000	16	7.7
$80,001 to $100,000	8	3.9
Over $100,000	4	1.9
Unknown	29	14.0

Table 2

50-PLUS STUDY:
EMPLOYMENT PROFILE

	Number of Responses	Percent
Employment Status		
Retired	104	50.2%
Working full-time	82	39.6
Working part-time	15	7.2
Never entered labor force	3	1.4
Not now in labor force	1	.5
Other	2	1.0
Occupation of Working Respondents		
Professional/technical	51	52.6%
Proprietor/manager or business owner	15	15.5
Clerical/secretarial	13	13.4
Sales worker	7	7.2
Craftsman/foreman	5	5.2
Service worker	3	3.1
Farmer/rancher	1	1.0
Laborer	1	1.0
Machine or vehicle operator/driver	1	1.0
When Retirement Anticipated for Working Respondents		
Within the next year	11	11.3%
2 to 5 years	32	33.0
6 to 10 years	16	16.5
Over 10 years	14	14.4
Unknown	24	24.7

Table 3

50-PLUS STUDY:
EDUCATIONAL PROFILE

	Number of Responses	Percent
Highest Level of Education Achieved		
Some high school, no diploma	9	4.3%
High school diploma	49	23.7
Some college, no degree or certificate	53	25.6
Vocational certificate	7	3.4
Associate's degree	10	4.8
Bachelor's degree	49	23.7
Master's degree	23	11.1
Doctoral degree	6	2.9
Unknown	1	.5
When Last Enrolled in Credit Offerings		
Within the past year	15	7.2%
2 to 5 years ago	11	5.3
6 to 10 years ago	11	5.3
Over 10 years ago	159	76.8
Never	9	4.3
Unknown	2	1.0
When Last Enrolled in Noncredit Offerings		
Within the past year	57	27.5%
2 to 5 years ago	27	13.0
6 to 10 years ago	15	7.2
Over 10 years ago	91	44.0
Never	12	5.8
Unknown	5	2.4

Table 4

50-PLUS STUDY:
WHERE RESPONDENTS WERE LAST ENROLLED
AND REASONS FOR NO RECENT ENROLLMENTS

	Number of Responses	Percent
Where Last Enrolled		
Elementary/high school	36	17.4%
College	112	54.1
Military training	11	5.3
On-the-job training	39	18.8
Other	5	2.4
Unknown	4	1.9
Reasons for No Recent Enrollments[1]		
No time	85	46.2%
Not interested in more education	81	44.0
Cost	17	9.2
Nothing of interest offered	14	7.6
Poor health	12	6.5
Not convenient	7	3.8
No transportation	3	1.6
Fear of failure	2	1.1
Other	13	7.1

[1] Multiple response item; numbers and percentages are not additive

Retirement Plans and Activities

Respondents were asked to indicate all activities in which they were actively engaged if retired, or planned to enjoy after retirement if still working. Table 5 details results separately for employed respondents and for those already retired. Highlights of findings were:

* The majority of both employed respondents and those already retired expressed interest in or were spending time traveling and pursuing hobbies.

* More than a third of both employed respondents and those already retired expressed interest or were engaged in learning about topics of interest (38.1% and 34.3% respectively).

* Only 3.1 percent of employed respondents planned to pursue more education or complete a degree after retirement; fully 16.2 percent of those already retired indicated they were engaged in pursuing more education.

* About the same percent of employed respondents and those already retired expressed interest in or were already developing new skills (22.7% and 23.2% respectively).

* Fully one-third of employed respondents planned to work part-time in their current career field after retirement; only 5.1 percent of those already retired were actually doing this.

Table 5

50-PLUS STUDY:
RETIREMENT PLANS AND ACTIVITIES

	Number of Responses	Percent
Retirement Plans of Employed Respondents		
Travel	63	64.9%
Pursue hobbies	57	58.8
Relax/no special plans	40	41.2
Learn about topics of interest	37	38.1
Work part-time in current career field	32	33.0
Develop new skills	22	22.7
Pursue a new career	12	12.4
Complete a degree/pursue more education	3	3.1
Other	13	13.4
Retirement Activities of Retired Respondents		
Pursuing hobbies	74	74.7
Traveling	57	57.6
Learning about topics of interest	34	34.3
Developing new skills	23	23.2
Relaxing/no special activities	21	21.2
Pursuing more education	16	16.2
Working part-time in old career field	5	5.1
Other (reading, gardening, etc.)	73	73.7

NOTE: Multiple response items; numbers and percentages are not additive

Interest in Additional Education

A series of questions was designed to elicit data pertaining to respondent interest in additional education, including level of interest in various categories of educational offerings, level of importance of specific topics in relation to personal and educational needs, and preferred methods of delivery for educational offerings. Tables 6 and 7 describe overall findings, and Tables 8 and 9 provide these data by sex and age of respondents. Significant relationships involving respondent sex and age were evident for a number of variables. Highlights of these findings were:

* More respondents indicated interest in personal enrichment courses than in any of the other categories of educational offerings (44.9%). Of least interest were general education courses (13.5%).

* More respondents indicated interest in noncredit courses (47.3%), short-term studies (44.4%), or self-paced study requiring few campus visits (43.0%) than in any other methods of delivery.

* Offerings for singles only generated the least amount of interest among survey respondents (11.1%).

* Over half of all respondents perceived it important to acquire additional education regarding remaining independent (56.5%) or improving and maintaining physical and mental health (53.6%). At least one in five respondents indicated it was important to them personally to learn more about 15 of the 18 topics suggested.

* Incidence of enrollment in either credit or noncredit offerings during the past year declined with age, as did interest in various categories of educational offerings, with the exception of the "discussion groups on group-selected topics" category. In this instance, a slightly greater percentage of respondents 60 to 69 years old indicated interest (42.2%) than those in the 50 to 59 age range (40.6%).

* Only three of the 18 topics were perceived as important to study by a greater percentage of males than females:

    1. Planning for retirement (37.0% and 35.5% respectively)

    2. Understanding availability of services for the handicapped (29.0% and 25.2% respectively)

    3. Handling the "generation gap" between self and children or own parents (21.0% and 19.6% respectively)

Table 6

50-PLUS STUDY:
INTEREST IN PURSUING ADDITIONAL EDUCATION

	Interested	Not Interested	Neutral/ Don't Know
Category of Offerings			
Personal enrichment courses	44.9%	50.2%	4.8%
Discussion groups on group-selected topics	37.2	53.6	9.2
Practical skills courses	36.2	52.2	11.6
Occupational skills courses	23.2	72.9	3.9
General education courses	13.5	82.6	3.9
Method of Delivery			
Noncredit courses--no requirements	47.3%	42.5%	10.1%
Short-term studies	44.4	47.3	8.2
Self-paced study--few campus visits	43.0	50.2	6.8
Travel-for-credit offerings	35.7	54.6	9.7
Offerings for 50+ students only	30.4	58.0	11.6
Televised courses--few campus visits	29.0	62.8	8.2
Convertible noncredit courses--tests and homework if credit desired	22.7	70.0	7.2
Regular classroom coursework	13.5	79.2	7.2
Offerings for singles only	11.1	79.7	9.2

n=207

Table 7

50-PLUS STUDY:
PERCEIVED IMPORTANCE OF ACQUIRING
ADDITIONAL EDUCATION IN SELECTED TOPICS

	Important	Not Important	Neutral/ Don't Know
Remaining independent	56.5%	31.9%	11.6%
Improving and maintaining physical and mental health	53.6	34.8	11.6
Broadening world understanding	45.9	41.1	13.0
Appreciating the arts	42.0	44.9	13.0
Understanding consumer rights and responsibilities	41.1	42.0	16.9
Dealing with governments	38.2	49.3	12.6
Planning for retirement	36.2	57.0	6.8
Improving use of leisure time	32.9	57.5	9.7
Budgeting wisely	28.0	58.0	14.0
Setting personal goals and/or managing time more efficiently	27.5	53.6	18.8
Coping with stress	27.5	57.5	15.0
Understanding availability of services for the handicapped	27.1	60.4	12.6
Utilizing libraries effectively	23.2	67.6	9.2
Selecting educational program	20.8	67.6	11.6
Handling "generation gap" between self and child or own parent(s)	20.3	63.8	15.9
Identifying career options	19.8	68.6	11.6
Exploring financial aid possibilities for nontraditional students	18.8	74.4	6.8
Securing transportation	8.7	87.4	3.9

n=207

Table 8

50-PLUS STUDY: RECENT ENROLLMENTS AND PERCENT INDICATING INTEREST IN ADDITIONAL EDUCATION -BY SEX AND AGE-

	Males (n=100)	Females (n=107)	50 - 59 (n=69)	60 - 69 (n=64)	70 & Over (n=62)
Enrolled Within Past Year					
Credit offerings	5.0%	9.3%	13.0%	4.7%	3.2%
Noncredit offerings	26.0	29.0	36.2	29.7	14.5
Offerings Of Interest					
Personal enrichment courses[1,2]	29.0%	59.8%	55.1%	45.3%	32.3%
Discussion groups on group-selected topics[1]	28.0	45.8	40.6	42.2	29.0
Practical skills courses[2]	35.0	37.4	52.2	39.1	17.7
Occupational skills courses[2]	21.0	25.2	44.9	18.8	4.8
General education courses	9.0	17.8	17.4	14.1	9.7
Delivery Methods of Interest					
Noncredit courses--no requirements[2]	42.0%	52.3%	65.2%	48.4%	29.0%
Short-term studies[2]	41.0	47.7	60.9	48.4	25.8
Self-paced study--few campus visits[2]	40.0	45.8	58.0	42.2	27.4
Travel-for-credit offerings[1,2]	27.0	43.9	46.4	37.5	21.0
Offerings for 50+ students only[2]	27.0	33.6	36.2	37.5	19.4
Televised courses--few campus visits[2]	28.0	29.9	39.1	31.3	16.1
Convertible noncredit courses--tests and homework if credit desired[1,2]	13.0	31.8	40.6	20.3	6.5
Regular classroom coursework	13.0	14.0	14.5	17.2	9.7
Offerings for singles only[1]	6.0	15.9	13.0	12.5	8.1

[1] Significant relationship between level of interest and sex of respondent (chi square test, $p < .05$).
[2] Significant relationship between level of interest and age of respondent (chi square test, $p < .05$).

Table 9

50-PLUS STUDY: PERCENT INDICATING ADDITIONAL EDUCATION IN SELECTED TOPICS WAS IMPORTANT -BY SEX AND AGE-

	Males (n=100)	Females (n=107)	50 - 59 (n=69)	60 - 69 (n=64)	70 & Over (n=62)
Remaining independent[1,2]	46.0%	66.4%	63.8%	54.7%	53.2%
Improving and maintaining physical and mental health[1,2]	46.0	60.7	60.9	65.6	40.3
Broadening world understanding	41.0	50.5	52.2	54.7	35.5
Appreciating the arts (music, dance, art, etc.)[1,2]	30.0	53.3	52.2	50.0	25.8
Understanding consumer rights and responsibilities[1]	33.0	48.6	50.7	40.6	35.5
Dealing with community problems and governmental activities	38.0	38.3	46.4	40.6	30.6
Planning for retirement[2]	37.0	35.5	68.1	32.8	9.7
Improving use of leisure time to enhance life experiences[2]	32.0	33.6	43.5	35.9	21.0
Budgeting wisely	28.0	28.0	34.8	28.1	25.8
Setting personal goals and/or managing time more efficiently[2]	22.0	32.7	33.3	34.4	16.1
Coping with stress, including divorce or loss of loved ones[2]	23.0	31.8	36.2	31.3	19.4
Understanding availability of services for the handicapped	29.0	25.2	23.2	34.4	27.4
Utilizing libraries effectively	18.0	28.0	26.1	28.1	19.4
Selecting an appropriate individual educational program[2]	19.0	22.4	37.7	18.8	4.8
Handling "generation gap" between self and children or own parent(s)[2]	21.0	19.6	23.2	28.1	11.3
Identifying appropriate individual career options[2]	18.0	21.5	34.8	17.2	8.1
Exploring financial aid possibilities for students 50 and older[2]	14.0	23.4	26.1	23.4	9.7
Securing transportation to and from classes	5.0	12.1	8.7	6.3	12.9

[1] Significant relationship between perceived importance and sex of respondent (chi square test, $p < .05$).
[2] Significant relationship between perceived importance and age of respondent (chi square test, $p < .05$).

Enrollment Preferences

A variety of factors pertaining to enrollments were explored to ascertain the opinions and preferences of survey respondents. Tables 10 and 11 detail these findings. Highlights were:

* Nearly three out of five respondents indicated class meeting time would affect their decision to enroll (58.0%).

* Evening hours were most commonly preferred by respondents, indicating class meeting time would affect their decision to enroll (43.2%).

* Classes scheduled earlier in the week were preferred to weekend sessions, although over 20 percent of those indicating class meeting time would affect their decision to enroll indicated no preference for any given day or days (20.8%).

* The majority of respondents indicated location would affect their decision to enroll (53.6%). Nearly half of this group preferred a location in northeast Johnson County (43.9%).

* Over half of all respondents preferred one to two hour sessions (51.2%). Less than 5 percent preferred sessions of five hours or more (4.4%), while 20.8 percent indicated no preference for the duration of any given educational session.

Table 10

50-PLUS STUDY:
FACTORS INFLUENCING ENROLLMENT DECISIONS

	Number of Responses	Percent
Class Meeting Time Would Affect Decision to Enroll		
Yes	120	58.0%
No	82	39.6
Unsure	5	2.4
Preferred Times[1]		
Early morning--prior to 8:00 am	3	2.4%
Morning--8:00 am to noon	35	28.0
Lunch hour--noon to 1:00 pm	7	5.6
Afternoon--1:00 to 5:00 pm	24	19.2
Early evening--5:00 to 7:00 pm	30	24.0
Evening--7:00 to 10:00 pm	54	43.2
No preference	10	8.0
Preferred Days[1]		
Monday	54	43.2%
Tuesday	58	46.4
Wednesday	53	42.4
Thursday	53	42.4
Friday	34	27.2
Saturday	31	24.8
Sunday	15	12.0
No preference	26	20.8
Location Would Affect Decision to Enroll		
Yes	111	53.6%
No	93	44.9
Unsure	3	1.4
Preferred Location		
JCCC campus	33	28.9%
Olathe campus	11	9.6
Northeast Johnson County location	50	43.9
Northwest Johnson County location	12	10.5
Southern Johnson County location	5	4.4
Other location/no preference	3	2.7

[1] Multiple response items; numbers and percentages are not additive.

Table 11

50-PLUS STUDY:
EDUCATIONAL COST AND DURATION PREFERENCES

	Number of Responses	Percent
Preferred Cost		
Reasonable noncredit course fee	79	38.2%
Standard credit hour tuition	37	17.9
Special fee for Brown & Gold members	30	14.5
Would attend only if free	14	6.8
Other/unknown	47	22.7
Preferred Duration		
1-2 hours per session	106	51.2%
3-4	49	23.7
5-6	7	3.4
Over 6	2	1.0
No preference/unknown	43	20.8

SECTION II

PERCEPTIONS OF JOHNSON COUNTY COMMUNITY COLLEGE BY RESIDENTS 50 AND OVER

"THE IMAGE STUDY"

Profile of Respondents

Much of this study, conducted in April 1987, was designed to elicit opinions regarding the importance of, and JCCC's success in carrying out, the College's 12 mission statements as well as providing the constituent perspective on other important College-related issues. A number of questions dealt specifically with respondents' educational plans and past experiences with JCCC. Review of findings for respondents 50 and over make an important contribution to the overall usefulness of this report in developing an understanding of the educational interests and needs of this segment of JCCC's constituency.

Tables 12 and 13 provide demographic data and educational experiences of survey respondents age 50 and over. For a comparison of survey respondents with all Johnson County residents age 50 and over, see Appendices A and C.

Highlights of findings were:

* Respondents tended to be slightly younger than those for the spring 1988 50-Plus Study. Median age of Image Study respondents was 59.2, compared to a median age of 63.6 for respondents to the 50-Plus Study.

* More Image Study respondents was married (86.9%) than were respondents to the 50-Plus Study (55.6%).

* The vast majority of Image Study respondents had lived in Johnson County for five or more years (97.9%).

* The majority of Image Study respondents reported a household income of between $20,000 and $60,000 per year (52.7%), about the same percentage in this income range reported by respondents to the 50-Plus Study (48.8%).

* Over 40 percent of Image Study respondents had earned an associate's degree or higher (44.9%), a slightly greater percentage than reported by respondents to the 50-Plus Study (42.5%).

* Less than 5 percent of Image Study respondents were currently enrolled in an education program (4.2%). The majority did not specify where they were enrolled (58.3%).

Table 12

IMAGE STUDY RESPONDENTS AGE 50 AND OVER:
DEMOGRAPHIC PROFILE

	Number of Responses	Percent
Sex		
Male	144	50.9%
Female	138	48.8
Unknown	1	.4
Age		
50 to 54 years old	82	29.0%
55 to 64	120	42.4
65 to 74	70	24.7
75 and over	11	3.9
Average Age = 60.0		
Median Age = 59.2		
Marital Status		
Single, never married	3	1.1%
Married	246	86.9
Widowed, separated or divorced	34	12.0
Length of Time in Johnson County		
One to two years	2	.7%
Three to four years	4	1.4
Five or more years	277	97.9
Household Income		
Under $20,000	19	6.7%
$20,000 to $40,000	76	26.9
$40,000 to $60,000	73	25.8
$60,000 to $80,000	26	9.2
$80,000 to $100,000	13	4.6
Over $100,000	15	5.3
Unknown	61	21.6

Table 13

IMAGE STUDY RESPONDENTS AGE 50 AND OVER:
EDUCATIONAL EXPERIENCES

	Number of Responses	Percent
Highest Level of Education Attained		
Some high school	8	2.8%
Earned high school diploma or GED	63	22.3
Some college	81	28.6
Earned associate's degree	9	3.2
Earned bachelor's degree	79	27.9
Earned graduate degree	39	13.8
Unknown	4	1.4
Currently Enrolled in an Educational Program		
Yes	12	4.2%
No	269	95.1
Unknown	2	.7
Where Currently Enrolled		
Johnson County Community College	2	16.7%
Ottawa University	1	8.3
Other Missouri colleges/universities	1	8.3
Other out-of-state colleges/universities	1	8.3
Unknown	7	58.3

Educational Plans

Respondents were asked if they planned to enroll within the next year and, if so, where and when. Additionally, those not planning to enroll were asked if the location where a class was to meet would make a difference and, if so, which geographic region of the county would be most appealing. Table 14 details findings from these questions. Highlights were:

* About one-third of survey respondents either planned to enroll within the next year or were undecided about enrolling (30.7%).

* Of those planning to enroll, over 80 percent planned to enroll at JCCC (81.6%).

* Of those not planning to enroll, 16.1 percent indicated classes offered in the northeast Johnson County area would affect their decision to enroll. This was a greater percentage than for any other geographic region of the county.

  Northeast Johnson County was also the preferred location for 43.9 percent of 50-Plus Study respondents indicating location would affect their decision to enroll who originally had no plans to do so.

Table 14

IMAGE SURVEY RESPONDENTS AGE 50 AND OVER:
FUTURE EDUCATIONAL PLANS

	Number of Responses	Percent
Plan to Enroll Within Next Year		
Yes	49	17.3%
No	185	65.4
Undecided	38	13.4
Unknown	11	3.9
Where Respondents Plan to Enroll		
Johnson County Community College	40	81.6%
The University of Kansas	2	4.1
Kansas State University	1	2.0
Out-of-state colleges/universities	2	4.1
Unknown	4	8.2
When Respondents Plan to Enroll		
Summer 1987	7	14.3%
Fall 1987	31	63.3
Spring 1988	7	14.3
Unknown	4	8.2
Would Enroll if Classes Offered at Alternate Locations[1]		
Southern Location		
Yes	16	7.2%
No	205	91.9
Undecided	2	.9
Western Location		
Yes	6	2.7%
No	216	96.9
Undecided	1	.4
Northeastern Location		
Yes	36	16.1%
No	185	83.0
Undecided	2	.9

[1] Data reflect only respondents who were either undecided or not planning to enroll within the next year

Experiences With JCCC

A variety of questions were asked pertaining to credit and noncredit enrollment at JCCC and utilization of JCCC services and facilities. Results are presented in Tables 15 and 16. Highlights of findings were:

* Less than 10 percent of survey respondents had ever enrolled in credit classes at JCCC (9.5%). Of those who had enrolled at JCCC, over half had completed classes within the previous two years (55.5%).

* About one in four respondents had enrolled in noncredit classes at JCCC (27.2%). Of those, nearly half had enrolled in personal enrichment offerings (46.8%) and more than one in three had completed noncredit offerings in occupational training (36.4%).

* Nearly 90 percent of survey respondents indicated they had never used any of the JCCC services (88.3%). Of those who had utilized JCCC services, the majority mentioned the library (54.5%).

* About one in five respondents had used JCCC facilities (19.4%). This group was fairly equally divided between using the athletic/recreational facilities (36.4%), the meeting rooms or theater (32.7%) and the banquet facilities (30.9%).

* Nearly half of all survey respondents had attended at least one JCCC activity (46.3%). Of those attending JCCC activities, cultural events were most frequently cited (45.8%).

* Nearly two out of three respondents reported no contacts with JCCC within the past year (61.8%).

Table 15

IMAGE STUDY RESPONDENTS AGE 50 AND OVER:
JCCC EXPERIENCES

	Number of Responses	Percent
Previously Enrolled in JCCC Credit Classes		
Yes	27	9.5%
No	256	90.5
Number of Credit Hours Completed at JCCC		
Freshman status (1-25 credit hours)	14	51.9%
Sophomore status (26-64 credit hours)	6	22.2
Special status (over 64 credit hours)	2	7.4
Unknown	5	18.5
Year Last Class Taken at JCCC		
1986-87	7	25.9%
1984-85	8	29.6
1980-82	5	18.5
1979 or before	6	22.2
Unknown	1	3.7
Previously Enrolled in JCCC Noncredit Classes		
Yes	77	27.2%
No	206	72.8
Types of JCCC Noncredit Classes Completed		
Personal enrichment	36	46.8%
Occupational training	28	36.4
Continuing health education	8	10.4
Other (presenter)	1	1.3
Unknown	4	5.2

Table 16

IMAGE STUDY RESPONDENTS AGE 50 AND OVER:
USE OF JCCC SERVICES AND FACILITIES

	Number of Responses	Percent
Used JCCC Services		
Yes	33	11.7%
No	250	88.3
JCCC Services Used		
Library	18	54.5%
Dental Hygiene Clinic	6	18.2
Testing and Assessment Center	5	15.2
Career Planning and Placement Center	4	12.1
Used JCCC Facilities		
Yes	55	19.4%
No	228	80.6
JCCC Facilities Used[1]		
Athletic/recreational facilities	20	36.4%
Meeting rooms or theater	18	32.7
Banquet facilities	17	30.9
Other	4	6.2
Attended JCCC Activities		
Yes	131	46.3%
No	152	53.7
JCCC Activities Attended[1]		
Cultural events	60	45.8%
Athletic events	37	28.2
Movies	19	14.5
Graduation	9	6.9
Community service events	8	6.1
Brown and Gold Club events	8	6.1
Exhibits	5	3.8
Other	6	4.6
Total JCCC Contacts Within the Past Year		
None	175	61.8%
1 to 5 contacts	79	27.9
6 to 10 contacts	12	4.2
More than 10 contacts	17	6.0

[1] Multiple response items, numbers and percentages are not additive

Opinions of JCCC

Respondents were asked to rate their level of agreement with a series of statements concerning their perceptions and opinions of JCCC. Results are detailed on Table 17.

Data pertaining to Image Study respondents' overall satisfaction with JCCC in terms of expectations of institutions of higher education are grouped with information indicating whether respondents would encourage either friends or their own children to attend JCCC. Results are presented in Table 18.

Additionally, respondents were asked to react to each of the 12 JCCC mission statements in three ways; 1) awareness of each mission, 2) importance of each mission, and 3) evaluation of how well each mission was being performed by JCCC. Findings from this series of questions are presented in Tables 19, 20 and 21.

Highlights of findings were:

* Over 95 percent of survey respondents considered JCCC a source of community pride (95.8%).

* Over 85 percent of respondents felt JCCC was conveniently located (85.2%).

* Nearly three out of four respondents felt JCCC provided good value to taxpayers (74.6%), and to students (72.8%).

* About four out of five respondents rated JCCC excellent or good in terms of expectations for institutions of higher education (80.6%). Fully 93.3 percent would encourage friends to attend JCCC, and 89.0 percent would encourage their own children to attend JCCC.

* The majority of respondents were aware of eight of the 12 missions described in the JCCC mission statement. Less than one in three respondents were aware of the fact that JCCC: 1) provides instructional programs and services to businesses, individuals and community groups (32.2%), 2) provides educational programs and services to local business and industry to promote economic development (29.3%), or 3) provides leadership for cooperative efforts among state and local educational institutions (25.1%).

* Over 80 percent of survey respondents agreed that all 12 missions described in the JCCC mission statement were important to do.

* Over 75 percent of survey respondents agreed that all 12 missions described in the JCCC mission statement were being done well by JCCC.

Table 17

IMAGE STUDY RESPONDENTS AGE 50 AND OVER:
OPINIONS OF JCCC

	Agree	Disagree	Neutral/ Unknown
Is source of community pride	95.8%	1.1%	3.2%
Should strive to become recognized as one of best community colleges nationwide	88.0	1.8	10.2
Is conveniently located	85.2	7.4	7.4
Should emphasize meeting needs of county residents over needs of others	82.0	7.1	11.0
Provides good value to taxpayers	74.6	2.5	23.0
Should be controlled by a locally elected Board of Trustees	74.6	4.9	20.5
Provides good value to students	72.8	.4	26.9
Is a good place to build a cultural arts center for county residents	72.1	10.6	17.3
Is a good place to build a central library to serve county residents	70.0	13.8	16.3
Provides adequate programs and services at conveniently scheduled times and locations	63.6	1.4	35.0
Charges reasonable tuition and fees	63.3	0.0	36.7
Is a good place to build a county recreation center, including an indoor swimming complex	45.2	25.4	29.3
Should be governed by State Board of Regents	30.4	26.9	42.8

Table 18

IMAGE STUDY RESPONDENTS AGE 50 AND OVER:
OVERALL SATISFACTION WITH JCCC

	Number of Responses	Percent
Rating of JCCC in Terms of Expectations for Institutions of Higher Education		
Excellent	92	32.5%
Good	136	48.1
Average	30	10.6
Fair	2	.7
Poor	2	.7
Unknown	21	7.4
Would Encourage Friends to Attend JCCC		
Yes	264	93.3%
No	9	3.2
Undecided	10	3.5
Would Encourage Own Children to Attend JCCC		
Yes	252	89.0%
No	20	7.1
Undecided	10	3.5
Unknown	1	.4

Table 19

IMAGE STUDY RESPONDENTS AGE 50 AND OVER:
AWARENESS OF JCCC MISSIONS

	Aware	Not Aware
Provides noncredit courses and activities to meet lifelong learning and continuing education needs	89.0%	11.0%
Provides college-level instruction to prepare students to transfer and earn bachelor's degrees	84.5	15.5
Provides credit courses for general interest and personal development	82.3	17.7
Provides instruction in occupational/career fields to prepare students for new jobs	82.0	18.0
Provides instruction in career areas to update skills, advance in present jobs, or retrain for new careers	68.6	31.4
Sponsors student activities to complement the educational program	68.2	31.8
Provides programs, facilities and services to support cultural activities	64.7	35.3
Provides support services to assist students to benefit from JCCC's educational programs	61.1	38.9
Provides programs and services for special needs clientele such as the handicapped, gifted, non-high school graduates, and current high school students	45.2	54.8
Provides instructional programs, facilities, information services, and other support, both on and off campus, to local companies, businesses, individuals, and community groups	32.2	67.8
Provides educational programs and suggests services to local business and industry to promote economic development	29.3	70.7
Provides leadership for cooperative efforts among state and local educational institutions	25.1	74.9

n=283

Table 20

IMAGE STUDY RESPONDENTS AGE 50 AND OVER: PERCEIVED IMPORTANCE OF JCCC MISSIONS

	Number of Responses	Important to do	Neutral	Not Important
Provides instruction in career areas to update skills, advance in present jobs, or retrain for new careers	281	98.6%	.4%	1.1%
Provides college-level instruction to prepare students to transfer and earn bachelor's degrees	281	98.5	1.1	.4
Provides instruction in occupational/career fields to prepare students for new jobs	282	97.9	1.1	1.1
Provides support services to assist students to benefit from JCCC's educational programs	274	96.4	2.6	1.1
Provides programs and services for special needs clientele such as the handicapped, gifted, non-high school graduates, and current high school students	274	96.0	1.8	2.2
Provides credit courses for general interest and personal development	281	94.6	1.8	3.5
Provides noncredit courses and activities to meet lifelong learning and continuing education needs	283	94.4	4.2	1.4
Provides educational programs and suggests services to local business and industry to promote economic development	252	90.9	5.2	4.0
Provides programs, facilities and services to support cultural activities	273	90.5	4.8	4.7
Sponsors student activities to complement the educational program	272	84.9	8.8	6.2
Provides leadership for cooperative efforts among state and local educational institutions	241	84.3	10.4	5.4
Provides instructional programs, facilities, information services, and other support, both on and off campus, to local companies, businesses, individuals, and community groups	259	82.2	9.3	8.4

Table 21

IMAGE STUDY RESPONDENTS AGE 50 AND OVER: EVALUATION OF PERFORMANCE OF JCCC MISSIONS

	Number of Responses	Done Well	Neutral	Not Done Well
Provides programs and services for special needs clientele such as the handicapped, gifted, non-high school graduates, and current high school students	67	100.0%	0.0%	0.0%
Provides instruction in occupational/career fields to prepare students for new jobs	88	95.5	3.4	1.1
Provides college-level instruction to prepare students to transfer to a four-year college or university	139	94.2	3.6	2.2
Provides credit courses for general interest and personal development	131	93.1	4.6	2.3
Provides programs, facilities and services to support cultural activities	98	92.9	5.1	2.0
Sponsors student activities to complement the educational program	96	92.7	3.1	4.2
Provides instructional programs, facilities, information services, and other support, both on and off campus, to local companies, businesses, individuals, and community groups	52	92.3	5.8	1.9
Provides noncredit courses and activities to meet lifelong learning and continuing education needs	143	91.6	6.3	2.1
Provides leadership for cooperative efforts among state and local educational institutions	41	90.2	9.8	0.0
Provides instruction in career areas to update skills, advance in present jobs, or retrain for new careers	91	89.0	9.9	1.1
Provides support services to assist students to benefit from JCCC's educational programs	84	88.1	7.1	4.8
Provides educational programs and suggests services to local business and industry to promote economic development	42	76.2	14.3	9.5

Method of Obtaining Information About JCCC

Image Study respondents were asked to provide information about various ways in which information about JCCC was obtained and preferred methods of dissemination. Results are detailed in Tables 22 and 23. Highlights of findings were:

* The vast majority obtained information about JCCC via direct mail (94.0%). This was considered the most effective method of conveying information about JCCC by 76.3 percent of survey respondents.

* Over 70 percent received information about JCCC through newspaper advertising or articles (71.4%). The Sun newspapers were most often cited (71.6%). Newspapers were selected as the first or second choice for most effective method of conveying information about JCCC by 17.0 percent of survey respondents.

* About one in three respondents obtained information about JCCC via television (32.9%). JCCC cable 3A was mentioned by considerably more respondents than any other station (52.6%). WDAF TV 4, KCPT TV 19 and KCTV TV 5 were also each mentioned by over 10 percent of survey respondents. Conveying information about JCCC via television was selected as either the first or second choice for most effective method of conveying information by 18 respondents (6.4%).

* About one in four respondents obtained information about JCCC via radio (27.6%). KMBZ 980 AM and KCMO 810 AM or 94.9 FM were the stations most frequently mentioned. Radio was the selected as the first or second choice for most effective method of conveying information about JCCC by only three respondents (1.8%).

* Less than one in seven respondents received information about JCCC via materials distributed at common sites (13.8%). No respondent suggested this as the first choice for most effective method of conveying information, and only one respondent suggested it as a second choice method.

Table 22

IMAGE STUDY RESPONDENTS AGE 50 AND OVER:
METHOD BY WHICH RESPONDENTS OBTAINED INFORMATION ABOUT JCCC

	Number of Responses	Percent
Via Direct Mail		
Yes	266	94.0%
No	17	6.0
Via Area Newspaper Articles or Ads		
Yes	202	71.4%
No	80	28.3
Unknown	1	.4
Which Newspapers[1]		
Sun Newspapers	139	71.6%
Kansas City Star	85	43.8
Kansas City Times	17	8.8
Olathe Daily News	14	7.2
Squire News	5	2.6
Johnson County Gazette	4	2.1
Campus Ledger	3	1.5
Shawnee Journal	2	1.0
Lenexa News	1	.5
Herald Dispatch Sun	1	.5
Village	1	.5
Via Materials Distributed at Common Sites		
Yes	39	13.8%
No	244	86.2

[1] Multiple response item; numbers and percentages are not additive.

Table 22 (continued)

IMAGE STUDY RESPONDENTS AGE 50 AND OVER:
METHOD BY WHICH RESPONDENTS OBTAINED INFORMATION ABOUT JCCC

	Number of Responses	Percent
Via Radio Announcements or Ads		
Yes	78	27.6%
No	205	72.4
Which radio stations[1]		
KMBZ 980 AM	8	38.1%
KCMO 810 AM or 94.9 FM	4	19.0
KJLA 1190 AM	3	14.3
KXTR 96.5 FM	2	9.5
KMBR 99.7 FM	2	9.5
WDAF 610 AM OR 61 COUNTRY	2	9.5
KCUR 89.3 FM	1	4.8
KUDL	1	4.8
KFAB	1	4.8
KBEA 1480 CNN	1	4.8
KBEQ 104.3 FM (105)	1	4.8
Via Television		
Yes	93	32.9%
No	189	66.8
Unknown	1	.4
Which TV Stations[1]		
JCCC CABLE 3A	20	52.6%
WDAF TV 4	5	13.2
KCPT TV 19	5	13.2
KCTV TV 5	4	10.5
KSHB TV 41	2	5.3
KMBC TV 9	2	5.3
TELECABLE 10A	2	5.3
KCMO	2	5.3
"CABLE"	1	2.6
3B	1	2.6

[1] Multiple response item; numbers and percentages are not additive.

Table 23

IMAGE STUDY RESPONDENTS AGE 50 AND OVER:
MOST EFFECTIVE MEANS OF CONVEYING INFORMATION ABOUT JCCC

	Number of Responses	Percent
First Choice		
Direct mail	216	76.3%
Newspapers	37	13.1
Television	11	3.9
Telephone	3	1.1
Radio	2	.7
Word of mouth	2	.7
Unknown	12	4.2
Second Choice		
Direct mail	16	5.7%
Newspapers	11	3.9
Television	7	2.5
Radio	3	1.1
Materials at a common distribution site	1	.4
Telephone	1	.4
Word of mouth	1	.4
Visit through schools	1	.4
No second choice	242	85.5

SECTION III

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS AND RECOMMENDATIONS

Results of these two studies indicate a substantial potential untapped market exists in the Johnson County population age 50 and over. If the College decides to pursue this market, a number of questions must be addressed which are answered, in part, by the results of these studies. These questions are:

How do Johnson County residents age 50 and over perceive JCCC?

* Over 95 percent considered JCCC a source of community pride (95.8%).

* Over 80 percent rated JCCC excellent or good in terms of expectations for institutions of higher education (80.6%).

* Over 75 percent perceived JCCC as doing a good job in carrying out each of its 12 missions.

What are the most effective means of communicating with Johnson County residents age 50 and over about JCCC?

* The vast majority of respondents to the Image Study age 50 and over obtained information about JCCC via direct mail (94.0%). This was considered the most effective method of conveying information about JCCC by 76.3 percent of survey respondents in this age range.

* Over 70 percent of respondents to the Image Study age 50 and over received information about JCCC through newspaper advertising or articles (71.4%). The Sun newspapers were most often cited (71.6%). However, newspapers were selected as the first or second choice for most effective method of conveying information about JCCC by just 17.0 percent of these respondents.

Would Johnson County residents age 50 and over prefer classes designed especially for them?

* Over 30 percent of respondents to the 50-Plus Study indicated interest in educational offerings exclusively for students age 50 and over (30.4%).

Where should educational sessions for Johnson County residents age 50 and over be offered?

* Over 50 percent of this age group live in the northeast section of the county compared to 39.0% of the Johnson County population as a whole (see zip code map in Appendix D).

Where (continued)

Of 50-Plus Study respondents not planning to enroll within the next year, 43.9 percent indicated that they might enroll in classes offered in the northeast Johnson County area.

Of Image Study respondents not planning to enroll within the next year, 16.1 percent indicated that they might enrolled in classes offered in the northeast Johnson County area.

* Nearly one in six Johnson County residents age 50 and over reside closer to the JCCC Olathe Center than to the JCCC campus at College & Quivira (n=12,319; 15.9%).

* Several verbatim comments appeared to voice a concern of many of the age 50 and over population pertaining to attending classes at the JCCC campus at College & Quivira and a preference for other locations:

"It's inconvenient to walk a mile to the building where classes are held, especially in the evening and especially if it's raining outside."

"They could improve their parking. Can't really get close to classes."

"(Offer) classes for people who have a hard time traveling."

"More courses spread out over the cities . . . "

"Locations that are more conveniently dispersed."

Which methods of delivery would be most appealing to Johnson County residents age 50 and over?

* More respondents indicated interest in noncredit courses (47.3%), short term studies (44.4%) or self-paced study requiring few campus visits (43.0%) than in any other methods of delivery.

Would class meeting times make a difference to Johnson County residents age 50 and over and, if so, which meeting times would be most appealing?

* Nearly 60 percent of the 50-Plus Study respondents indicated class meeting time would affect their decision to enroll (58.0%).

Of this group:

43.2 percent preferred evening hours (7 to 10 pm)

28.0 percent preferred morning hours (8 am to noon)

24.0 percent preferred early evening hours (5 to 7 pm)

Times (continued)

Most popular days among this group were: Tuesday (46.4%), Monday (43.2%), Wednesday (42.4%) and Thursday (42.4%).

* Sessions lasting one to two hours were preferred by the majority of respondents (51.2%).

Which topics would be of most interest to Johnson County residents age 50 and over?

* Discussion groups on group-selected topics were of interest to 37.2 percent of all respondents age 50 and over, and to 45.8 percent of female respondents.

* Personal enrichment courses generated the highest level of interest overall (44.9%). Females (59.8%) and younger respondents (55.1%) were significantly more interested in personal enrichment courses than were males (29.0%) or older respondents (32.3%).

* Practical skills courses were of interest to 36.2 percent of respondents to the 50-Plus Study. Over half of all respondents age 50 to 59 exhibited interest in practical skills courses (52.2%).

* Topics perceived as important areas in which to acquire additional education by the greatest percent of respondents were:

  Remaining independent (56.5%)

  Improving and maintaining physical and mental health (53.6%)

  Broadening world understanding (45.9%)

  Appreciating the arts (42.0%)

  Understanding consumer rights and responsibilities (41.1%)

How much would Johnson County residents age 50 and over be willing to pay for JCCC educational offerings?

* Nearly 40 percent of respondents to the 50-Plus Study indicated preference for a "reasonable noncredit course fee" (38.2%).

* About one in five respondents preferred the standard credit hour tuition (17.9%).

* Approximately one in seven respondents found the concept of a special fee for Brown and Gold Club members which included some noncredit course fees appealing (14.5%).

* Less than 10 percent would attend educational offerings only if they were free (6.8%).

APPENDICES

Appendix A: Sex and Age of Johnson County Residents Age 50 and Older

Appendix B: Comparison of 1988 Geographic Distribution of all County Residents Age 50 and Over with Geographic Distribution of Respondents to the 50-Plus Study

Appendix C: Comparison of 1988 Geographic Distribution of all County Residents Age 50 and Over with Geographic Distribution of Respondents to the Image Study Age 50 and Over

Appendix D: Johnson County Zip Code Map

Appendix E: Verbatim Comments of Respondents to the 50-Plus Study

APPENDIX A

SEX AND AGE OF
JOHNSON COUNTY RESIDENTS AGE 50 AND OVER

	Number	Percent
Sex[1]		
Male	30,712	45.5%
Female	36,826	54.5
Age[2]		
50 to 54 years old	18,358	23.7%
55 to 64	29,701	38.3
65 to 74	18,835	24.3
75 and over	10,627	13.7
Total	77,521	100.0%
Change in Population		
1985 total Johnson County population	288,780	
1988 total Johnson County population	330,467	(+14.4%)
1985 Johnson County population 50 & older	67,538	
1988 Johnson County population 50 & older	77,521	(+14.8%)

[1] 1985 Census Report compiled by the Johnson County Office of Planning (More recent data for residents 50 and older by sex was not available)

[2] Johnson County Economic Research Institute (CERI) Zip Code Population Model, January 1988

APPENDIX B

COMPARISON OF 1988 GEOGRAPHIC DISTRIBUTION OF
ALL COUNTY RESIDENTS AGE 50 AND OVER WITH
GEOGRAPHIC DISTRIBUTION OF RESPONDENTS TO THE 50-PLUS STUDY

	50+ Study Results		County Population	
	No.	%	No.	%
Central Overland Park				
66204 (Overland Park)	16	7.6%	5,840	7.5%
66207 (Indian Creek area)	13	6.2	5,312	6.9
66210 (Brookridge area)	7	3.3	2,526	3.3
66212 (Brookridge area)	24	11.9	6,463	8.3
66213 (Brookridge area)	1	.5	898	1.2
66214 (Lenexa, Overland Park)	4	1.9	2,676	3.5
Central Overland Park Totals	65	31.4%	23,715	30.7%
Eastern Suburbs				
66206 Leawood, Mission Hills)	10	4.8%	4,305	5.6%
66208 (Mission, Mission Hills, Prairie Village areas)	34	16.4	8,014	10.3
66209 (Indian Creek area)	2	1.0	2,761	3.6
66211 (Indian Creek area)	1	.5	589	.8
Eastern Suburbs Totals	47	22.7%	15,669	20.3%
Northern Suburbs				
66202 (Countryside, Fairway, Westwood areas)	21	10.1%	5,455	7.0%
66203 (Merriam, Shawnee)	9	4.3	5,363	6.9
66205 (Fairway, Mission, Rowland Park, Westwood areas)	18	8.7	4,997	6.4
Northern Suburbs Totals	48	23.2%	15,815	20.3%
Olathe				
66061 (Olathe)	14	6.7%	3,537	4.6%
66062 (Olathe)	5	2.4	4,542	5.9
Olathe Totals	19	9.2%	8,079	10.5%

NOTE: Percentages may not be precisely additive due to computer rounding.

APPENDIX B (continued)

COMPARISON OF 1988 GEOGRAPHIC DISTRIBUTION OF
ALL COUNTY RESIDENTS AGE 50 AND OVER WITH
GEOGRAPHIC DISTRIBUTION OF RESPONDENTS TO THE 50-PLUS STUDY

	50+ Study Results		County Population	
	No.	%	No.	%
Shawnee & Lenexa				
66215 (Lenexa)	9	4.3%	4,119	5.3%
66216 (Shawnee)	8	3.8	3,288	4.2
66217 (Lake Quivira, Lenexa, Shawnee)	1	.5	540	.7
66218 (Lenexa, Shawnee)	0	0.0	302	.4
66219 (Lenexa)	0	0.0	528	.7
66220 (Lenexa)	0	0.0	156	.2
Shawnee & Lenexa Totals	18	8.7%	8,933	11.5%
Southern Rural				
66013 (Bucyrus)	0	0.0	177	.2%
66083 (Spring Hill)	2	1.0%	977	1.3
66085 (Stilwell)	1	.5	808	1.0
66221 (Stanley & Oxford Township)	0	0.0	158	.2
66223 (Antioch to Nall to 159th)	0	0.0	126	.2
66224 (Nall to State Line to 159th)	1	.5	171	.2
Southern Rural Totals	4	2.0%	2,417	3.1%
Western Rural				
66018 (DeSoto)	1	.5%	289	.4%
66021 (Edgerton)	1	.5	325	.4
66025 (Eudora)	0	0.0	54	.1
66030 (Gardner)	4	1.9	1,675	2.2
66226 (Extreme west from northern	0	0.0	220	.3
66227 border to 103rd Street)	0	0.0	330	.4
Western Rural Totals	6	2.9%	2,893	3.7%
Grand Totals	207	100.0%	77,521	100.0%

NOTE: Percentages may not be precisely additive due to computer rounding.

APPENDIX C

COMPARISON OF 1988 GEOGRAPHIC DISTRIBUTION OF ALL COUNTY RESIDENTS AGE 50 AND OVER WITH GEOGRAPHIC DISTRIBUTION OF RESPONDENTS TO THE IMAGE STUDY AGE 50 AND OVER

	Image Study Results		County Population	
	No.	%	No.	%
Central Overland Park				
66204 (Overland Park)	16	5.7%	5,840	7.5%
66207 (Indian Creek area)	31	11.0	5,312	6.9
66210 (Brookridge area)	1	.4	2,526	3.3
66212 (Brookridge area)	50	17.7	6,463	8.3
66213 (Brookridge area)	1	.4	898	1.2
66214 (Lenexa, Overland Park)	10	3.5	2,676	3.5
Central Overland Park Totals	109	38.5%	23,715	30.7%
Eastern Suburbs				
66206 Leawood, Mission Hills)	27	9.5%	4,305	5.6%
66208 (Mission, Mission Hills, Prairie Village areas)	32	11.3	8,014	10.3
66209 (Indian Creek area)	4	1.4	2,761	3.6
66211 (Indian Creek area)	3	1.1	589	.8
Eastern Suburbs Totals	66	23.3%	15,669	20.3%
Northern Suburbs				
66202 (Countryside, Fairway, Westwood areas)	21	7.4%	5,455	7.0%
66203 (Merriam, Shawnee)	24	8.5	5,363	6.9
66205 (Fairway, Mission, Rowland Park, Westwood areas)	17	6.0	4,997	6.4
Northern Suburbs Totals	62	21.9%	15,815	20.3%
Olathe				
66061 (Olathe)	13	4.6%	3,537	4.6%
66062 (Olathe)	8	2.8	4,542	5.9
Olathe Totals	21	7.4%	8,079	10.5%

NOTE: Percentages may not be precisely additive due to computer rounding.

APPENDIX C (continued)

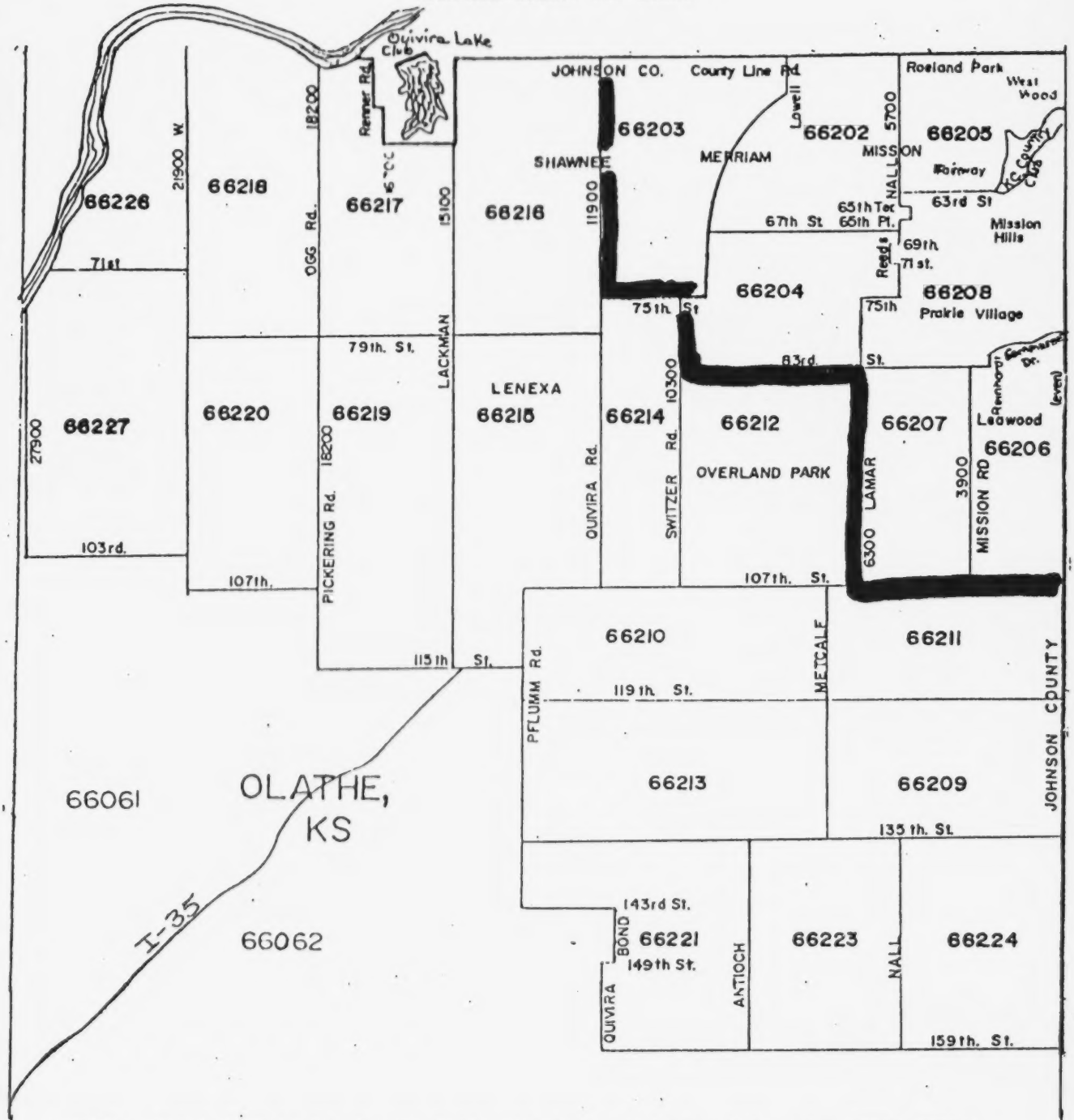
COMPARISON OF 1988 GEOGRAPHIC DISTRIBUTION OF ALL COUNTY RESIDENTS AGE 50 AND OVER WITH GEOGRAPHIC DISTRIBUTION OF RESPONDENTS TO THE IMAGE STUDY AGE 50 AND OVER

	Image Study Results		County Population	
	No.	%	No.	%
Shawnee & Lenexa				
66215 (Lenexa)	9	3.2%	4,119	5.3%
66216 (Shawnee)	11	3.9	3,288	4.2
66217 (Lake Quivira, Lenexa, Shawnee)	2	.7	540	.7
66218 (Lenexa, Shawnee)	1	.4	302	.4
66219 (Lenexa)	0	0.0	528	.7
66220 (Lenexa)	0	0.0	156	.2
Shawnee & Lenexa Totals	23	8.1%	8,933	11.5%
Southern Rural				
66013 (Bucyrus)	0	0.0%	177	.2%
66083 (Spring Hill)	0	0.0	977	1.3
66085 (Stilwell)	0	0.0	808	1.0
66221 (Stanley & Oxford Township)	1	.4	158	.2
66223 (Antioch to Nall to 159th)	0	0.0	126	.2
66224 (Nall to State Line to 159th)	0	0.0	171	.2
Southern Rural Totals	1	.4%	2,417	3.1%
Western Rural				
66018 (DeSoto)	0	0.0%	289	.4%
66021 (Edgerton)	0	0.0	325	.4
66025 (Eudora)	0	0.0	54	.1
66030 (Gardner)	1	.4	1,675	2.2
66226 (Extreme west from northern	0	0.0	220	.3
66227 border to 103rd Street)	0	0.0	330	.4
Western Rural Totals	1	.4%	2,893	3.7%
Grand Totals	283	100.0%	77,521	100.0%

NOTE: Percentages may not be precisely additive due to computer rounding.

APPENDIX D

JOHNSON COUNTY ZIP CODES



NOTE: Total Johnson County population in designated area (zip codes 66202-66208) was 128,858 (39.0% of total county population).

Total population age 50 and over in designated area was 39,286 (50.7% of total county population age 50 and over)

APPENDIX E

50 PLUS TELEPHONE SURVEY
VERBATIM COMMENTS

Q5. What topics would you like to learn more about that have not been offered?

029 Tree growing and usage of trees

061 Painting

179 Not interested

185 Not interested

198 Since I work directly with people as a foreman I would like more ability to guide people.

199 History (ancient world, local); geology.

225 Moral & ethical decision in health care. Geriatrics/Health care field.

257 Drapery making; upholstering

295 Geneological History (tracing history of families).

345 History classes such as European History, Medieval times; World Geography

398 History

475 Financial planning

557 Engineering seminars

625 Indv. music organ

50 Plus Verbatim Comments cont.

Q8. Are there any other topics you might be interested in if offered at JCCC?

003 A course in world geography

013 investments - any classes that is under this subject

018 Management training, drama directing

021 No - not interested at all

029 Agriculture or agribusiness: tree growing and usage of trees to create fuel or energy, and in medicinal treatments.

056 Low impact aerobics

057 Politics, gov't

061 Art (painting, watercolor, pastel)

087 Flowery arranging

091 Understanding the transition between current hospitalization plan & Medicare. And ALL FACTORS of Medicare in general.

104 They really already offer a lot. Maybe more about nature, like identifying birds, plants, different animals.

108 Bicycle maintenance - because of there is a large club in this area for older people.

116 Some classes in dealing with 2nd marriages and their problems.

129 Wool product manufacture. (Fibers) Weaving, Knitting & Spinning. Auto mechanic for new cars. Photography. Home repair maintenance. Protection of inside and outside of my home.

139 Computer. I know they have computer courses for credit in spring.

143 Budgeting money & planning for retirement most interesting to me.

160 Day time classes, music appreciation.

166 Nursing

169 Wordprocessing; sign language

192 Horticulture, plants (growing of).

223 Music or Bridge & Sewing.

224 No, I am not interested in taking any courses, seminars or workshops.

50 Plus Verbatim Comments cont.

Q8. Are there any other topics you might be interested in if offered at JCCC?

231 Interested in LPN career.

239 Foreign Languages

246 Crafts

253 Sport - non vigorous; History

257 Quilting

263 No, I would take at a 4 yr. college to further a law degree.

289 I don't believe so, I'm just too old.

290 No, I feel like I'm at the point in my life I'd like to relax and to enjoy friends and family.

291 Antique airplanes

292 Only travel if anything

295 Geneological history

298 Cooking classes - nothing particular - just cooking in general because I love to cook.

328 Computers

331 Computers

333 More art classes.

341 Computer skill course learning different parts of the computer.

363 No, I'm not interested.

372 Ancient History Archiea

388 Bridge game

391 Scientific hobby courses

398 History

406 Business. Finance.

412 Computer classes, might be interested.

435 Computer courses

50 Plus Verbatim Comments cont.

Q8. Are there any other topics you might be interested in if offered at JCCC?

475 Beginning computers.

495 No, I think as things that are interested come to my attention I will plan to enroll.

510 Woodworking/carpentry

517 Laws to legally control drugs

539 Computer basics

551 Leisure, recreation

557 Travel - most interesting places and how to get the most out of your money.

561 No, just a G.E.D. class, (maybe).

570 I'm not interested.

575 Home maintenance & repairs.

580 Bridge courses (cards)

582 Jobs available after retirement

603 Foreign languages; computers

605 Reduced rates for people over 50. New career fields. How to grow old gracefully. Human related trips, literature, reading interaction, behavorial classes.

607 No, I am not interested in any more education.

634 Literature

642 1) Improve writing skills. 2) Art classes.

660 Music appreciation courses

675 History

680 Day - Auto repair; arts & crafts

686 Nursing

699 Very interested in government. I would like to know what my representatives are doing.

50 Plus Verbatim Comments cont.

Q9. Are there any other methods of offering educational experiences which might be of interest?

057 Outside field trips

124 I'm just not interested in increasing my education.

129 Hands-on home repair for me.

257 Correspondence courses

263 No, I would attend a 4 yr. college.

339 No, I would never take any more classes.

467 At this time in my life I have no time I could schedule a class of any sort.

539 Offered in places appropriately spaced for location.

570 I'm not interested.

603 Correspondence course

605 Have work experiences count towards a degree.

607 No, I don't plan on going back to school.

619 Night courses

642 Hands on workshops instead of lecture.

686 Child care

699 Evening courses

50 Plus Verbatim Comments cont.

Q27. Are there any comments or suggestions you would care to make which will help JCCC in developing programs to meet the needs of Johnson County residents 50 and older?

003 No - not really except that I think more older people are interested in education and I think it's good that the college is doing this to help the people of the county.

018 I really can't think of any. I probably don't take advantage of what they have now.

020 No - I can't think of anything. I think they do a pretty good job with offering senior citizens opportunities.

021 No - I don't know anything about it.

024 No - not interested with education at my age.

025 No - not really for me personally.

031 It's inconvenient to walk a mile to the building where classes are held, especially in the evening and especially if it's raining outside.

Half the places for handicapped parking are vacant. I notice this because when I took a class at JCCC out at Quivira the handicapped parking was empty before and after my class. Why don't they build a 2 decker parking area and all I'd have to do is walk down a flight of stairs and still be parked close to the building.

033 I think it's great for those whose health will allow them to take classes. My health is such that even accomodations for handicapped doesn't help me.

047 No, I think they're doing a great job now.

051 Can't think of anything, wide variety of choices available now.

061 Enjoyed evening course she took. Would like to see more art classes.

091 In general, how to manage their lives and not to feel alone and left out of the mainstream of life.

104 These types of studies will find out more than any other method to find out what they need.

108 No, they're doing such a good job - I can't really think of anything.

109 They could improve their parking. Can't really get close to classes.

125 No - I think it's a good idea to offer classes for people who want classes, tht are interested.

50 Plus Verbatim Comments cont.

Q27. Are there any comments or suggestions you would care to make which will help JCCC in developing programs to meet the needs of Johnson County residents 50 and older?

127 Keep being interested.

129 See more recreational and exercise. Golf, Aerobics, Tennis, Bicycling, Cross Country Sking.

139 I'm pleased that they are gonna have a central library, theater, etc.

143 More convenient location.

155 It's been so long since I've had any contact with school I don't feel I can really say anything.

160 1) Helping middle age women get back into the work force. Either by classes or seminars. 2) Maybe computer skills for middle age people, especially women.

166 Appreciates Brown & Gold card discounts to help with nursing license. Pleasant atmosphere.

169 Everything you have is too expensive. Wants to take classes but doesn't have money.

173 No. It's doing fine. Terrific job.

179 More in entertainment for old people during the day time.

187 Transportation. Evening hours not good for seniors. Brown & Gold Club very good idea.

199 It'd be nice to have a course on home maintenance. A fix-it-yourself type of class for little things that need fixing in the home. Just some sort of home maintenance class.

247 She thinks it's great what they offer. She is busy all the time. If she saw something she liked she would take it if she had time.

253 Do more surveys to stir interest.

257 No. Thinks JCCC does a very good job.

273 Computer deals, Apple, MacIntosh

285 Classes for people who have a hard time traveling. More classes for rural areas.

289 I'm not qualified, because I'm not interested in going to school. I'm just too old to do much.

50 Plus Verbatim Comments cont.

Q27. Are there any comments or suggestions you would care to make which will help JCCC in developing programs to meet the needs of Johnson County residents 50 and older?

290 Not particularly - unless they could really inform the citizens better than they do. I sometimes throw the mail out without looking at it. Maybe through groups or meetings.

299 No, they do a good job now.

333 More fine arts courses. Doing a great job. You guys don't know how lucky you are. Add more photography classes. History of photography. Keith Davis teaches - wish he would teach it on a regular basis instead of just spring. Wish there was a way to use dark rooms on certain basis. Maybe pay small fee.

341 No, but I hold the college and all that they do in highest regards.

343 I'm glad that they are offering classes to the older generation but I'm just not interested. But keep up the good work on keeping the seniors involved!

345 The college is weak in crafts - same old thing - get up to date and give some new ideas about cute crafts. The same old pottery classes that I read about in the catalogue need to be up-dated.

346 They are overextending themselves not within their original idea. They are spending a ridiculous amount of money on an athletic department and they don't need one. Johnson County is a mess.

398 Wider variety of history

404 More surveys. Mail surveys.

406 Yes. Problem has been inability to withdrawl from a class over the telephone.

409 No, I think JCCC does a good job informing the people.

430 No I think the questions you have asked have covered most of it. However spots on TV or Newspaper advertising such things as Chinese cooking or something of that nature might spark a lot of interest.

447 No. survey is a great idea!!

475 More courses spread out over the cities like courses on computers.

479 No. Receives bulletins, looks like nice choices, but has no time.

509 The college is very useful to the community. I really like it.

539 Locations that are more conveniently dispersed. Carpooling or busing.

50 Plus Verbatim Comments cont.

Q27. Are there any comments or suggestions you would care to make which will help JCCC in developing programs to meet the needs of Johnson County residents 50 and older?

551 No, offering variety of subjects like they are doing.

553 The JCCC programs are very good.

557 No, They have a very fine school.

561 Night programs are not too good for older people.

562 It seems to me if anyone wants it they ought to be able to get anything they want out there. I got their paper today.

594 Simpler enrollment forms for older people.

603 We can't work our schedules in a regular program because we're not sure when we'll be here.

605 I believe there is a great need to educate people 50 and over. I think this survey is a good idea.

625 No, I think it is a good idea to survey people to learn what they would like!

631 They've done a tremendous job! More classes for the elderly.

634 Glad to see young people going to college.

642 I think they need to gear their programs towards not the idea that we are senior citizens & will not be interested in just sitting in our chairs. More on the idea that we are staring a new life after 50.

647 No, I think they do a good job.

655 I wish companies would hire people after a course at JCCC, after they have reached a certain age.

657 Variety is something they (JCCC) should do.

660 No, you do a very good job.

682 No. Good program!

686 Yes. Help others - those who have no food - something could be set up. Literacy program.

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